

# Request for Artist Qualifications

## East Franklinton Gateways: West Town Street & West Rich Street

### About the Project

The RFQ is to retain two artist/artist teams, one each, to design art enhancements to two gateway streetscape improvements planned for East Franklinton in collaboration with the landscape architecture firm MKSK. Artist/Artist teams will need to be comfortable working in a focused, collaborative design process with multiple professionals and community stakeholders. The goal of the gateways project is to signify the rebirth of the district by highlighting and celebrating East Franklinton in a manner that is authentic to its history and aspirations. Interested Artist/Artist Teams are invited to submit qualifications to be considered for this project.

Visit <http://development.columbus.gov/planning/eastfranklinton.aspx> for more information about the East Franklinton Gateways Public Art Project, including information about the project locations, materials from previous public workshops and the adopted East Franklinton Vision Plan.

***Please plan to attend a pre-submission meeting on Friday, January 18, 2013 starting at 4:00 p.m. in the Community Training Center at 109 North Front Street. Attendance is encouraged, but not required.***

### Project Background

The community of Franklinton predates the establishment of the City of Columbus. Following a rich history of pioneering settlement and later robust industry, the neighborhood experienced decades of disinvestment and population loss up through the start of the 21<sup>st</sup> century. In the past several years, Franklinton has seen another wave of pioneering settlement and entrepreneurial spirit with the emergence of artist communities, small independent businesses, and new residents – particularly in the area of East Franklinton. Over the past year, community members collaborated with the City of Columbus on a vision plan for East Franklinton that was adopted by Council in November 2012. The first phase of plan implementation is underway with the conversion of West Rich and West Town Streets from one-way to two-way traffic, along with the creation of adjacent, signature gateway features along these streets. Gateway improvements will be focused in the street areas located near the Norfolk Southern/CSX railway overpass. These original, signature gateways between East Franklinton and Downtown Columbus will become catalysts for the mixed-use development envisioned by the neighborhood.



MKSK has led a series of public workshops and history, art, industry/grit, authenticity and energy summarize thematic elements that participants would like to see incorporated into the gateway design and art. Based on this input, MKSK designed framework features for each street to be integrated with the gateway art. It was through the development of these gateway features that the opportunity for local, artistic, collaborative input emerged. The gateways are envisioned as being constructed in metal or possibly a combination of metal/resin. It is important that they be durable, have minimal maintenance requirements, and meet structural and pedestrian safety standards. The gateway art is part of a larger capital infrastructure project and artists/artist teams will not be fabricating the artworks. Therefore, although metal work experience is helpful, it is not required.

### **Public Process**

As a major public infrastructure project, artists/artist teams, in addition to collaborating with MKSK, should be prepared to participate in a public review process that will include presentations to city staff (representing affected City Departments), the Franklinton Area Commission and a public open house. In addition, the Columbus City Code requires that the Downtown Commission approve the placement of the art and that the Columbus Art Commission approves the location and design of art proposed for placement in the public right-of-way.

### **Scope of Work**

Two artists/artist teams – one for each street -- will be selected to contract with MKSK and collaborate on the design of the art for the Town Street and Rich Street Gateways. The scope of work does not include fabrication. The artist contract calls for the artists/artist teams to be involved in an advisory capacity through the completion of final engineering. The ability to work creatively and collaboratively within a team environment is critical, as is the ability to engage with other professionals and community stakeholders.

### **Budget**

Design Fee for Rich Street: \$7,500 (all inclusive)

Design Fee for Town Street: \$7,500 (all inclusive)

### **Preliminary Schedule**

Call To Artists – RFQ Published	January 11, 2013
Open House – Public Review of RFQ	January 18, 2013
Qualifications Due	February 1, 2013
Artist Selection	February 8, 2013
Notice to Proceed	February 15, 2013
Concept Development	February 15 – March 29, 2013
Commission Review – Concept	April 1 – April 25, 2013
Final Engineering	May 1 – September 30, 2013
Bid & Contract	October 1 – November 30, 2013
Fabrication & Construction	December 1, 2013 – July 31, 2014

### Submission Instructions

This is an exciting opportunity for the City of Columbus and the Franklinton Community. We very much hope that you are interested in participating. If you choose to submit qualifications, please send the following materials by e-mail or by post on CD in Adobe PDF format:

1. Mandatory submission of eight (8) images of relevant artwork/projects, four (4) of which must be separate works of art. A team may submit up to ten (10) images, 6 of which must be individual works of art;
2. An annotated image sheet with clear explanations of each image;
3. A one page letter of interest addressing your qualifications for this project and a statement about the artist or artist team's approach to art and working in a creative collaborative environment;
4. A current resume (two page limit per artist); and
5. Three professional references that can provide objective support of the artist(s) qualifications (one page limit per artist) in. Please include name, title, address, daytime phone number, and email address for each reference. (Gallery/exhibition references can be submitted.)

### Submission Deadline

Submissions are due **Friday, February 1<sup>st</sup> at 2pm** at MKSK 462 South Ludlow Alley, Columbus OH 43215. All submissions should be emailed or submitted on CD in a sealed envelope addressed to:

Darren Meyer

MKSK

462 South Ludlow Alley

Columbus, OH 43215

Email: [dmeyer@mkskstudios.com](mailto:dmeyer@mkskstudios.com)

### Selection Criteria

The artists will be chosen by a panel including representatives from East Franklinton, the City of Columbus, and MKSK. Artist teams may include up to a total of three (3) individuals. Team members are not required to have worked together on other projects. However, at least one (1) member of the team should have an exhibition record or other marks of professional accomplishment, including awards and/or professional employment in an artistic field. The selection of artists/artist teams will be based on the following criteria (not ranked):

**1. Artistic excellence and relevance of the applicants past work including: design, craftsmanship, execution and ideas, theories, and concepts. For example:**

- Is the applicant's past work (including conceptual approach, design, craftsmanship and execution of the artwork) outstanding?
- Will it remain relevant, engaging and interesting over a long period of time?
- Is it well-sited --- relative to scale and materials, and the surrounding environment? Does it have a relationship to the site?
- Does the applicant's past work show a consistent exploration of ideas and concepts that are engaging and evolving? Does the artist have a unique and distinctive vision?

## 2. Experience:

- Is the applicant(s) a professional, working artist? Has he/she studied fine art, have an exhibition record, and been a recipient of visual art related awards? Has the applicant's work been reviewed, critiqued, and acknowledged by the visual art community?
- Does the applicant have the experience to complete the timeframe of this project?
- Does the applicant have experience working collaboratively in a creative team environment that includes architects, designers, city staff and community members?
- Does the applicant understand the issues, concepts and challenges of making public art?

3. **Artist/Artist Teams preference** for this project will be given to artists, or to artist teams that include an individual, that can demonstrate that they have lived, worked or maintained creative/studio space in Franklinton. The intent of this preference is not to exclude eligible artists, but rather to encourage neighborhood-based (Franklin) artists -- and to open opportunities for artistic collaboration. Team collaborations between experienced art professionals and talented emerging artists interested in public art are encouraged.

## 4. Completeness of qualifications submittal

### Questions regarding the RFQ should be submitted in writing to:

Darren Meyer, Principal

MKSK

462 South Ludlow Alley

Columbus, OH 43215

p. 614.621.2796

e. [dmeyer@mkskstudios.com](mailto:dmeyer@mkskstudios.com)

Additional artist resources, including the East Franklinton Vision Plan and the results from the East Franklinton Town & Rich Streets Implementation Workshops can be found at the link below:

<http://development.columbus.gov/planning/eastfranklinton.aspx>